*** Who Wins if You Win? - User Guide ***

Welcome

The WWIYW campaign is designed to give Student Life movements an integrated (online & offline) outreach, providing greater scope and more entry points for student contact during this critical season of mission. It does not replace the traditional 'come find us at the O-Week table' model, but serves instead to complement and build on it.

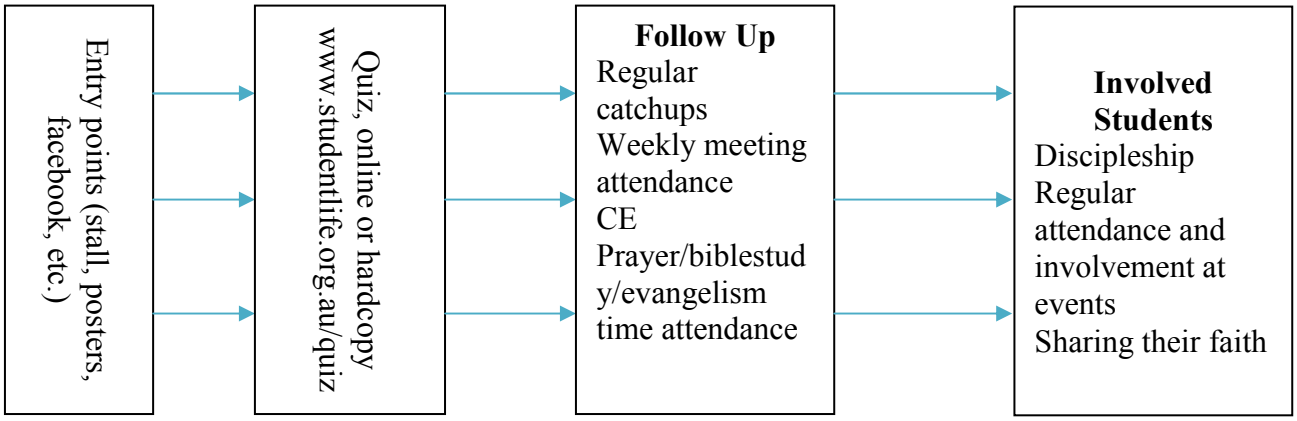
The campaign begins in February and ends on the final day of March, 2013. Thus it majors not just on O-Week itself, but the immediate weeks before and after.

The Big Picture

WWIYW begins with multiple contact points, filtering through to ongoing, personal follow-up and later on, attendance at Student Life activities. The desired outcome is healthier multiplying movements (e.g. more MBs, more new believers). Some of the potential entry points for this campaign include:

1. O Week Stall
2. Roaming Quizzers
3. Posters/handouts (leading to online quiz)
4. Internet Awareness (SL/CCCA website popups, Apple and TEAR partnerships)
5. Facebook (Ads/sharing)
6. Email (newsletters, mass forwarding)
7. Localised promo ideas (campus/community radio, church bulletin, new comers hangout days)

Here is a schematic that outlines how we get from A (entry points) to B (involved students).



The centrepiece, the quiz itself (www.studentlife.org.au/quiz/), features the prize of an iPad Air or a school for a developing country. It is a moral dilemma designed to get students' attention. With the central point being to

understand some of the spiritual experience of the student as they grapple with the content of the survey. The details for the iPad are here (16gb silver wifi model) and the details for the school can be found here. There will be one prize awarded per missionary team zone, which you will need to find funds for yourself.

The Quiz:

The quiz is designed specifically to help you, the person either conducting the quiz with them or reading it later if they have filled it in online, to learn about their spiritual experience and see where they are at in their relationship with God. Our primary agenda during o-week is to get first years plugged into your movement. We need to be on the look out for Christians who are excited to share their faith and ready to get on board with what God is doing at Student Life but also for non-Christians who are ready to hear the gospel. The questions are a starting point but please if you have time and if the person you are speaking to is open to it ask them more and learn as much as you can about them!

A sample introduction to the quiz might go as follows however feel free to be creative and tailor it to your context!

Student lifer: Hi there! Come take a quiz for a chance to win an iPad or a school! Also you get a Chupa Chup just for participating!

Student: Ok. Who are you guys again?

Student Lifer: Student Life is a Christian group on campus here and actually heaps of other campuses across Australia. When so much of Uni life is based around superficial things like partying, alcohol, drugs and etc. we aim to give people a space to talk about bigger things. Student life is a place for Christians and non-Christians to talk about God, ask questions, speak to others about Him and generally enjoy each other's company!

The purpose of this quiz is for us to get to know you and your spiritual experience. It is also a chance for you to leave you contact details with us if these are topics you would like to discuss further, or are interested in getting involved with some of the things that we do. However if you are only interested in winning the iPad or the School that's ok too!

Here are the questions on the quiz:

1. What do you think are the three main issues affecting our world today?

2. Do you think Christians have a role to play in addressing these issues? Are we doing a good job?

3. Does God exist? Does he care about what is happening in our world?

4. Do you think it's possible to have a personal relationship with God?

5. If you win the prize which will you choose? The iPad or the school?

6. Student Life also has many other activities and ways to get involved. Would you be interested in:

   Bible Study, Socials, Exploring Christianity, Email updates, other. (tick those which apply)

There will be plenty of space to write responses down so you can hopefully remember as much about what they told you as possible when it comes time to meet them for follow up.

An Overview of Each WWIYW Entry Point:

1.0 - O-Week Stall

The Orientation Week stall on each participating campus should be equipped with hardcopy 'Who Wins if You Win?!' quizzes. The questions on this quiz are synchronised with the online version. It is recommended that each campus still include a localised prize for every student who completes the quiz (e.g. chupa chups, or iceblocks for warmer climates). This is because a 'prize in the hand' is potentially more lucrative to many students than is a potential school/iPad in the future. The offer of both is even better!

You may wish to advertise each prize in your spruiking at the stall, e.g. "do a quick quiz, get a free chupa chup AND go into the draw to win an iPad or a school – Who Wins if You win?! "

The quizzes will feature a QR code such that if traffic gets heavy at the stall, or if you have a temporary shortage of hardcopy quizzes, you can encourage new students to fill out the online version of the quiz on tablets, laptops or smart phones. The online quiz is designed to be user friendly for mobile devices, however this is definitely a last resort. The best way to do this is by far to take the person through the quiz yourself, ask them the questions and fill in the quiz for them. This way you can add in any little notes you might want to take about their spiritual experience to aid in follow up. Also hopefully you can have a conversation/build rapport with them as you do this. They will probably be more likely to want to see you again if they know you and have seen you are friendly and interested in talking to them. Doing the quiz on a smartphone is not really personal and while you should still be able to learn a lot about them from their answers to the questions face to face is usually a more preferable option when trying to make contacts.

It is also recommended to decorate the stall with WWIYW posters and flyers (supplied as part of WWIYW pack) as well as any other measures to promote the WWIYW (e.g. Student Life Pens, rulers, people in school uniform if you want, go crazy!). If you would like to feature material on the school from our partner, TEAR Australia, please visit their website (below) or contact thomas.prowse@studentlife.org.au

http://www.usefulgifts.org/cart/add/community-school

Completed hardcopy quizzes do not need to be entered onto an online database. You are in charge of drawing the prize for your area so keep a record of everyone's details who is in the draw to aid in organisation and to make sure nobody is left out! Do this however you want (keep the surveys in a pile, create a spreadsheet, whatever works!) however there is no need to report people's responses to some central service.,
Each campus will be responsible for their own printing of the quizzes, flyers, posters and anything you need.

1.1 - WiFi Connectivity

In order for tablets, laptops and smart phones to have optimal access to the quiz on campus, high speed internet is required. The WiFi situation will vary between each campus, so it is wise to be proactive and have a plan. Possible solutions include providing adequate internet sticks, or having a router/modem near the stall itself. 3G mobile data is also an option if you can spare the data.

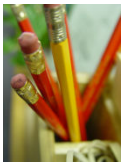
2.0 - Roaming Quizzers

It is also encouraged to mobilise students to go beyond the stall (to other parts of campus, colleges, student hangouts) if possible, equipped with hardcopy quizzes and flyers, in search of more students to complete the quiz. The goal, as always, is to reach as many students as possible, especially First Years.

3.0 Posters & Flyers

Part of the WWIYW pack includes posters and flyers to promote the online quiz via QR code, website and Facebook page. These should be posted at key student contact points, and distributed as flyers to passing students at strategic campus 'nodes,' (e.g. bus stops, ID lines, faculty orientations). It would be wise to delegate the job of postering/flyering oversight to an MB on each campus.

Postering/flyering can be a good opportunity to 'wean' some students away from the O-Week Stall, as well as provide for some variety in outreach methods. It is an activity that almost any student can partake in, particularly if lacking training or experience in other activities.



4.0 - Internet Awareness

The quiz itself, is located on the Student Life web domain (www.studentlife.org.au/quiz/).

The homepage features a web pop-up that gives first-time visitors the option of viewing and completing the quiz. If you want to view the pop-up in your own browser each time the site is refreshed, you may need to clear your browsers cookies.

** Note: We do not want currently involved students completing the quiz. Please do your utmost to ensure this does not occur **

5.0 - Facebook (Ads/Sharing)

Facebook Ads will be launched for each area, one each for Christians and non-Christians. This will be handled by Thomas Prowse. That said, no one is an expert on your ministry context like the campus point person, so feel free to ask lots of questions of Tom in terms of how the ads are faring, and offer suggestions. There is freedom to write your own ad too. A sample ad is copied below. The ad links to the online quiz.

Who Wins if You Win?

Are you a Uni student? If you had the choice between a new iPad for you or a school for a developing country what would you pick? Go into the draw and let us know 'Who Wins if You Win?'

Audience

7,640 people

- who live in Australia
- who live within 50 miles of Newcastle, NSW
- exactly between the ages of 18 and 20 inclusive
- who like #Brooke Fraser, #Mary (mother of Jesus), #Evangelism, #Delirious?, #T. D. Jakes, #Evangelicalism, #Brisbane Grammar School, #God, #Brisbane Boys' College, #Pentecostalism, #Spirit, #Darlene Zschech, #Anglican Church Grammar School, #Joyce Meyer, #John the Baptist, #Catholicism, #Sydney Grammar School, #Joel Osteen, #Great Commission, #Skillet (band), #Kutless, #Hillsong Music Australia, #Prayer, #Hillsong Church, #Newcastle Knights, #Lifehouse (band), #Hillsong United (band), #Anglicanism, #St Joseph's College, Hunters Hill, #Third Day, #Bible, #Christian, #MercyMe, #Casting Crowns, #Faith, #Switchfoot, #Joel Houston, #Newsboys, #30 Seconds to Mars, #Jesus or jesus christ

Suggested Bid
$0.65–$1.46 AUD

It is also important that you mobilise students to share about the ad as much as possible on Facebook, Twitter, email to friends and any other opportunity you have to spread the word. Here is some sample FB wall posts which can be recycled on other formats:

"Are you a Uni student? Student Life is giving you the chance to win an iPad or give a school to a developing community. Take the quiz and go into the draw to let them know 'Who Wins if You Win?'"

http://www.studentlife.org.au/quiz/"

Or alternately,

"Are you at uni this year? Check out this quick quiz where you could win an iPad or a school- Who Wins if You Win?' https://www.facebook.com/whowins"

(Note: this might need to be MAWLed to some students. Make sure the link is removed once 'pasted' as FB embeds it into the post anyway).

Please also promote the Facebook Page among your contacts. Ideally, all MBs, involved students, ministry supporters, team members, campus donors and others should 'like' the page to build viral momentum. 'Liking' the page only takes 3-5 seconds, yet leaves a significant digital footprint.

WWIYW Campus Point People will be given access to the FB Page, so as to post appropriately throughout the campaign and generate 'buzz.'

http://www.facebook.com/whowins

6.0 - Email

Below is an email excerpt that John Mayne wrote for his eNewsletter to Ministry Partners. It would be great for each member of your team to send a similar template to supporters.

STINTERS may need to edit this slightly for best use (i.e. the goal for them would be to generate FB 'likes')

Want to Help Reach more Uni Students from your lounge chair?? I have recently been involved in launching a national online quiz to help connect more uni students with Jesus, and with Christian activities on their campus. It is themed 'Who Wins if You Win?!' and involves a few simple questions, plus the possible prize of an iPad Mini or a school for a community in a developing country - a moral dilemma of sorts. The quiz itself can be viewed here.

You can help Student Life out by (a) liking our Facebook Page, (b) sending the link for the quiz to any university students you may know, old students or new, (c) doing a quick ad for the quiz in your church bulletin, small group, to work colleagues etc. and (d) help build viral momentum for the quiz by posting the following status update on your Facebook feed:

"Are you a Uni student? Student Life is giving you the chance to win an iPad or give a school to a developing community. Take the quiz and go into the draw to let them know 'Who Wins if You Win?'"

http://www.studentlife.org.au/quiz/"

Or alternately,

"Are you at uni this year? Check out this quick quiz where you could win an iPad or a school- Who Wins if You Win?' https://www.facebook.com/whowins"

You might also like to create an email specifically to be forwarded on to people your contacts know who may be interested. It doesn't need to be long but it should contain some of the basic information about the campaign and link to the quiz or Facebook page.

7.0 - Localised Promo Ideas

Be on the lookout for opportunities to advertise this for people in your local area as well. Community radio is potentially a great outlet for getting the word out and you should definitely also try your university radio station if they have one. Try and set up an interview spot with one of your students involved in the campaign, this not only spreads awareness of the campaign and widens your reach but also raises the profile of SL on campus and might give you a chance to talk about Jesus while a lot of people are listening!

It is also a good idea to organise a few newcomers socials. Perhaps a bbq lunch, taco dinner, movie night, etc. Putting a few of these on all throughout the time the campaign is running (February and March) gives you a chance for people already involved to invite their friends, as well as giving you a great opportunity to embed the people you're following up into the community. Maybe holding one of these every two weeks is a good goal to aim for (2 before o-week and 2 after).

One more idea, and I'm sure there's many more to be thought of, is to create a short advert for your church bulletin to get the word out there and if your church has a particularly large amount of uni age students it might even be appropriate to get some time to mention it from the platform during a service or meet them to tell them about SL.

Follow Up

As soon as the quiz has been filled out, whether online or offline, the follow up phase should begin if they have indicated an interest in meeting further. The longer you wait to initiate follow up the less likely someone will be to take you up on your offer to meet. I've actually seen people successfully arrange a follow up meeting on the spot right after finishing the quiz. So be proactive!

The follow up procedure should be fairly standard in this case. Once someone completes a quiz online if they are from your campus area a copy of their responses will be emailed to you for you to oversee their follow up. Obviously delegate these to MB's or other missionaries as you see fit but make sure the initial phone call and meeting are arranged quickly.

A suggested pattern for follow up could be as follows:

1. Phone the student on the same day they took the quiz (or no later than 2-3 days after if possible) to arrange a meeting to talk further about SL, God, or whatever they were interested in being followed up about. Aim to meet them as soon as possible, the quicker all of this is put in motion the better.

2. At the first catchup invite them to the weekly meeting, bible study, prayer group and/or socials as you see fit. Try to get them plugged into the community somewhere so you are not their only point of interaction with SL. If they are not a Christian arrange to start CE with them if they are interested but also invite them along to the events mentioned above, getting people plugged into the community is a high priority and generally leads to people sticking around.

3. Try and arrange at least 2-3 more meetups in the first month of classes (1 a week is a good idea) to continue to get to know them or continue to go through CE with them if they are non-Christian. Continue to invite them and remind them of events that they should attend and introduce them to as many people as possible in SL.

4. Take Christian students out sharing their faith as soon as possible as part of your catchups with them. Or even arrange another time specifically to do this. It is important that they see discipleship and evangelism as normal parts of our culture. By taking part hopefully God will show them how He is working and get them excited about being involved!

Wherever possible it is best that the person who took the student through the quiz be the one to follow them up. Having already had a chance to build natural rapport with them they are best suited to welcome them and introduce them into a movement. If the person is not confident to undertake this job by themselves they should grab somebody more experienced to help them, however this should be more of an oversight/encouragement/teaching role. Get the student who is inexperienced or not confident to do as much as possible and get as much experience as they can!

Remember to save copies of all quizzes completed as you need the details to select a winner of the prize! You should also give the people following up students copies of the quiz so they can be familiar with the responses that person gave. So either keep a log of all the student's details who filled in a quiz or make copies of the whole quiz. That is up to you.

Privacy & Data Storage

The online entry data will be deleted once the prize has been awarded (approx. April/May). This will be done in consultation with campus point people, and will not be actioned rashly.

Drawing the Prize

There should be one prize drawn for each campus area and as point person it will be your responsibility to draw the prize for your area. Remember to include all hard copy and online responses when drawing a name and then contact the winner to arrange delivery of the prize.

They will have already indicated which prize they wanted as part of the quiz however you may want to check with them again once the situation is no longer a hypothetical and they have actually won. Their opinion may differ when there is something tangible on offer, not just the idea of winning.

It could also be a good idea to arrange a big event at your weekly meeting as a way to award the prize to the winner. That way everyone knows how things ended up and it can be a nice close to the campaign.

Evaluation of WWIYW!?

It is very important we evaluate WWIYW well in 2014 and build on it for next year! There will be two components.

1. There will be a Google Form evaluation done in Week 4/5 of campus semester. This will be brief, and targeted at the Missionary Team and Campus MBs/KVs. It will be both qualitative and quantitative. Thomas Prowse will compose the form, but it is the job of the WWIYW Campus Point Person to make sure it is distributed and completed.

2. By Week 13 we would like to know how many students from the online component of WWIYW have been integrated into SL (and how many we have ongoing contact with). These stats should be organised by the campus point person who will send them off to Thomas Prowse.

Statistics

As part of this evaluation your campus area will be required to have logged some statistics for the outreach. These categories are as follows and you must take separate numbers for hard copy and online surveys:

- Number of surveys that were completed
- Number of initial follow ups that were arranged
- Number of follow ups that are still involved and being met with
- Number of CE's that are happening

The idea here is that we would like to see exactly how much of an impact the online component is having vs the more traditional hard copy quiz approach. So tracking individual numbers of surveys, follow up, continuing contacts and CE’s allow us to compare not just the raw numbers (where do we get more contacts from etc.) but also the success rate of turning contacts into involved students from both entry points.

Finances

The overall cost of this campaign will be supplied by your campus area. You may like to team up with another campus area nearby if the cost is too much to ease the burden however that may limit your ability to make a big event out of the awarding of the prize. You can decide if that's a bad thing or not though!

The total cost of the campaign is estimated at around $650. It may be less if they pick the school as that is $48 cheaper, at $550, than the iPad which is $598. That leaves $50 for printing, lollies and any other supplies you may

need. If you require more, then simply budget more, all of the extra expenditure is up to your discretion and you are responsible for the purchasing of the prizes when the time comes.

That concludes this (hopefully) handy user guide! Please be praying that God would use this campaign to bring many first years into our movement who would stay actively involved for the whole time they are at uni! If you have any questions please don't hesitate to email Thomas Prowse at thomas.prowse@studentlife.org.au**.**